

AMSTERDAM



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This guide outlines Amsterdam's growing landscape of sustainable fashion—spanning local makers, secondhand shops, repair hubs, and community spaces centered on circularity and care. Designers are rethinking production through small-scale, low-impact, and often socially inclusive practices.

Beyond design, the city supports a strong culture of reuse. Repair services, swap systems, and clothing libraries extend the life of garments, while workshops promote skills in sewing, mending, and natural dyeing.

Together, these efforts reflect a practical, creative, and collaborative approach to fashion—rooted in long-term use and local impact.

NEW OPTIMIST

newoptimist.nl

@new_optimist

**Rombout Hogerbeetsstraat 109, Amsterdam, Netherlands**

New Optimist is a clothing brand based in Amsterdam that focuses on circular design and local production. All garments are made in-store using organic and recycled cotton. The brand also provides employment opportunities for individuals with a migration background or those facing challenges entering the job market. Visitors can tour the atelier and learn about sustainable garment-making processes.

BONNE SUITS

bonnelife.com

@bonnesuits

**Bonne Store, Warmoesstraat 67, 1012 HX Amsterdam, Netherlands**

BONNE SUITS designs unisex suits with a minimalist, timeless aesthetic inspired by workwear. Produced in Portugal using organic cotton and low-impact dyes, the pieces are intended to age well and outlast seasonal trends. The brand promotes transparency and slow fashion principles.

MARTAN

martan-official.com

@martan.official

**MARTAN Showroom Zeeburgerpad 51, 1019 AB Amsterdam, Netherlands**

MARTAN repurposes discarded hotel textiles to create bold, expressive collections. The brand combines circular design with statement fashion, challenging fast fashion through upcycled couture.

KINGS OF INDIGO AMSTERDAM

kingsofindigo.com

@kingsofindigo

**Hartenstraat 15 1016 BZ Amsterdam, Netherlands**

Kings of Indigo specializes in low-impact denim. Around 40% of materials are recycled, and most products are made from mono-fibres for easier recycling. Energy use includes solar power, packaging is fully recycled, and customers can access repair services and upcycling workshops.

DENIM CITY

denimcity.org

@denimcity.store

**Hannie Dankbaarpassage 22 & 47, Amsterdam, Netherlands**

Denim City is a hybrid space dedicated to denim innovation. It combines retail, repair services, and education, showcasing sustainable denim brands and providing access to a working atelier. It also serves as a platform for workshops and community.

ATALYÉ

atalye.com

@atalye.amsterdam

**Bellamyplein 53, 1053 AT Amsterdam, Netherlands**

Atalyé offers custom-fit clothing made using 3D body scanning technology and sustainable fabrics. Customers select a style and fabric after their scan, and garments are locally produced using Tencel, deadstock, and recycled polyester.

THE NEW ORIGINALS

theneworiginals.eu

@theneworiginals.eu

**Zeedijk 59, 1012BA Amsterdam, Netherlands**

The New Originals designs clothing for creatives, with a focus on durability and originality. Founded in 2015, the brand is known for its 9-dots logo and cross-disciplinary collaborations. TNO also organizes cultural events and integrates sustainability into its expanding product lines.

KINGS OF INDIGO AMSTERDAM

kingsofindigo.com

@kingsofindigo

**Hartenstraat 15 1016 BZ Amsterdam, Netherlands**

Kings Of Indigo is a denim brand combining American and Japanese design influences with a focus on sustainability. Using GOTS organic cotton, recycled fibers, and non-toxic processes, the brand emphasizes low-impact production and full supply chain transparency via Retraced. Its collection includes denim, tops, and accessories (XS–L), with innovations like waterless washes and plastic-free stretch. Based in Amsterdam's 9 Streets, the store serves shoppers who value both style and sustainability.

ORGANIC BASICS

organicbasics.com

@honest_basics

 **Stockist: Studio S Amsterdam, Javastraat 8a, 1094 HG Amsterdam, Netherlands**

Copenhagen-based Organic Basics offers sustainably made underwear and essentials. Available in Amsterdam through Studio S, the brand uses organic, recycled, and plant-based materials and operates under ethical, low-impact production standards. A certified B Corp and 1% for the Planet member, the brand supports environmental and social initiatives with every purchase.

X BANK

xbank.amsterdam

@xbank.amsterdam


 **Spuistraat 172 1012 VT Amsterdam, Netherlands**

X BANK is a concept store featuring 300 square meters of curated Dutch art, fashion, and design. The selection includes established brands like Viktor & Rolf, as well as emerging local designers such as 1/OFF and Atelier Reservé. X BANK focuses on showcasing Dutch design and providing context for the pieces on display.

CKX STUDIO

ckxstudio.com

@ckxstudio

 **Sint Annenstraat 6 1012 HE Amsterdam, Netherlands**

CKX Studio is a denim-focused concept store offering vintage jeans, European workwear, and turquoise jewelry. Located in the historic Blaauwklakenblok, the space features a curated collection of vintage clothing, artwork, and home accessories. Alongside true American denim and military styles, CKX showcases indigo-dyed cyanotype artworks and a standout selection of Native American turquoise jewelry.

JUTKA & RISK

jutkaenrisk.com

@jutkariska



Haarlemmerdijk 143, 1013 KG Amsterdam, Netherlands

JUTKA & RISK combines new fashion, vintage finds, and one-of-a-kind custom pieces. Founded by two sisters, the brand runs five stores and regularly hosts free upcycling workshops to encourage creativity and sustainable shopping.

KILO SHOP

kilo-shop.com

@kiloshopfrance



Chaussée-d'Antin, 75009 Paris, France



Kalverstraat 177, 1012 XB Amsterdam, Netherlands

Kilo Shop is a vintage concept store where clothing is sold by weight. With locations across Europe, it promotes second-hand fashion as a sustainable and accessible alternative to fast fashion.

EPISODE THRIFT STORE

episode.eu

@episode.eu



Kruisstraat 31 2011 PW Haarlem, Netherlands

Episode offers a large selection of vintage and second-hand clothing, including denim, leather jackets, and Converse. Shoppers can also trade in their own items. The Haarlem store is a popular destination for curated vintage fashion near Amsterdam. All items undergo a quality check and repairs if needed, then are washed using eco-certified machines powered by solar energy. After a final inspection, they're labeled, tagged, and sent to stores, where they're presented as part of a sustainable shopping experience.

CONCRETE MATTER

concrete-matter.com

@concrete_matter



Warmoesstraat 24 2011 HZ Haarlem, Netherlands

Concrete Matter began as an online store in 2012 and has grown into a brick-and-mortar space offering curated vintage workwear, military garments, and classic menswear. Now based in Haarlem, the store emphasizes craftsmanship and timeless style.

MOKUM VINTAGE

mokumvintage.com

@mokum_vintage



Rozengracht 25 1016LR Amsterdam, Netherlands

Mokum Vintage offers a curated selection of affordable pieces ranging from '80s and '90s sportswear to modern vintage staples. The shop is a go-to for students, creatives, and trend-focused shoppers.

VINTAGE OF AMSTERDAM

vintageofamsterdam.com

@vintageofamsterdamnl



Elandsgracht 41 1016 TN Amsterdam, Netherlands

Vintage of Amsterdam is a family-run boutique located in the Jordaan district. The store focuses on craftsmanship and timeless design, offering a curated selection of vintage clothing. Repair and tailoring services are available at the adjacent Tailors of Amsterdam.

BOAS - FAST VINTAGE FASHION

boas.co

@boas.savefashion



Kalverstraat 163, 1012 XB Amsterdam



Prinsengracht 154, 1011 NH Amsterdam

BOAS stocks over 1,000 pieces of vintage denim, with new items added weekly. The store combines circular fashion with social impact, donating 90% of its profits to health-related charities.

MARBLES VINTAGE AMSTERDAM

@marblesvintage



Ferdinand Bolstraat 28, 1072 LK Amsterdam, Netherlands

Marbles Vintage operates three locations in Amsterdam, offering colorful, retro, and Y2K-inspired styles. The store's vibrant aesthetic appeals to trend-focused shoppers looking for playful vintage fashion.

HELLY SECONDHAND

hellysecondhand.nl

@hellysecondhand



Linnaeusstraat 56, 1092 CM Amsterdam, Netherlands

Helly is a consignment store in Amsterdam East offering a wide range of second-hand clothing, from high-street labels to unique vintage pieces. The shop caters to a diverse mix of sizes, styles, and tastes, making it an inclusive space.

RESERVE BOYS

shop.reserveboys.com

@reserveboys



Zeeburgerdijk 389 1095 DW Amsterdam, Netherlands

Reserve Boys is the creative studio behind Atelier Reservé, focused on upcycled design, custom embroidery, and circular fashion. Their Amsterdam space blends fashion, art, and craftsmanship, and hosts workshops, pop-ups, and repair services.

LENA - THE FASHION LIBRARY

lena-library.com

@lena_library



Westerstraat 174H, 1015 MP Amsterdam, Netherlands

LENA is a clothing rental service offering access to a rotating wardrobe of curated pieces. With a pay-per-use model, LENA promotes slow fashion and reduces textile waste, allowing customers to explore new styles without buying.

ROUAATELIER

rouaatelier.com

[@rouaatelieramsterdam](#)



Burgemeester de Vlugtlaan 125, 1063 BJ Amsterdam, Netherlands

Rouaatelier is a natural dye studio offering workshops on sustainable textile dyeing. Using locally sourced pigments, the studio explores eco-friendly alternatives to conventional color production.

DE STEEK

linktr.ee/desteek

[@desteekamsterdam](#)



Van der Hoopstraat 70H & 1ste Jacob van Campenstraat 40H, Amsterdam, Netherland

DE STEEK is a sewing café and fabric shop offering sewing classes, sustainable materials, and repair-focused workshops. Founded by designer Natalie de Koning, it's a space for hands-on learning and creativity within the slow fashion movement.

UNITED REPAIR CENTRE

unitedrepaircentre.com

[@unitedrepaircentre](#)



Krelis Louwenstraat 3, 1055 KA Amsterdam, The Netherlands

United Repair Centre supports garment repair for both individuals and brands. Run in partnership with Makers Unite, the centre offers public workshops and employs skilled tailors to extend the life of clothing through professional mending and alterations.

THE SWAPSHOP

the-swapshop.com

[@theswapshop_nl](#)



Haarlemmerdijk 89, 1013 KC Amsterdam, Netherlands

At The Swapshop, customers exchange pre-loved clothing for credits, which can be used to pick out new items. The better the item, the more credit it earns. It's a simple, circular model for keeping clothes in use.

MODESTRAAT AMSTERDAM

modestraat.org

@modestraat_amsterdam



Buikslotermeerplein 15–17, 1025 ES Amsterdam, Netherlands

Modestraat is a community fashion space in Amsterdam-Noord with a focus on creativity and inclusion. Visitors can join sewing lessons, swap clothes, or just hang out in a welcoming, collaborative environment.

DE KLOFFIE MARKT

dekloffiemarkt.nl

@de_kloffie_markt



Hannie Dankbaarpassage 47, 1053 AT Amsterdam, Netherlands

A major vintage event that connects sellers and shoppers around second-hand fashion. De KLOFFIE Markt brings together carefully curated vintage selections in a vibrant, community-focused atmosphere.

IJ-HALLEN

ijhallen.nl

@ijhallen



T.T. Neveritaweg 15 1033 WB Amsterdam-Noord, Netherlands

One of Europe's largest flea markets, IJ-Hallen takes place in Amsterdam-Noord and features a wide range of second-hand items—from clothing to furniture. Known for its scale and affordability, it's a popular destination for vintage treasure hunting.